

Message Text

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PAGE 01 ROME 11291 131856Z

47

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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P 131635Z JUL 76

FM AMEMBASSY ROME

TO SECSTATE WASHDC PRIORITY 8817

INFO ZEN AMCONSUL FLORENCE

AMCONSUL GENOA

AMCONSUL MILAN

AMCONSUL NAPLES

AMCONSUL PALERMO

AMCONSUL TURIN

U.S. TRADE CENTER, MILAN

UNCLAS ROME 11291

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: FY-76 CCP FOR ITALY: FOURTH TRIMESTER EVALUATION

REF: STATE 111899

1. TARGETS GENERALLY MET OR EXCEEDED AND NEARLY ALL ACTIONS COMPLETED BY JUNE 30, 1976. DETAILS FOLLOW.

2. CAMPAIGN 1. CONTINUES SIGNIFICANTLY ABOVE PROJECTIONS. MAIN PROMOTIONAL EVENT, MTC EDP USA 1976, SHOWED OPTIMAL RESULTS, INCLUDING OVER DOLS 39 MILLION IN SALES STIMULATED AND 30 NEW FIRMS ENTERING ITALIAN MARKET. FOUR ARTICLES IN SCAMBI COMMERCIALI.

3. CAMPAIGN 2. ALL TARGETS MET OR EXCEEDED EXCEPT NO PRODUCT SALES OPPORTUNITIES YET GENERATED. SALES PROJECTIONS HAVE FAR EXCEEDED TARGETS. NO PRESS RELEASES YET PREPARED.

4. CAMPAIGN 3. THREE PTOS DEVELOPED INSTEAD OF FIVE. ITEM EIGHT COMPLETED (SEE ROME A-249).

5. CAMPAIGN 4. REMAINS ON SCHEDULE WITH DOLS 500,000 SALES
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PAGE 02 ROME 11291 131856Z

PROJECTED AS RESULT OF PTOS AND DOLS 750,000 FROM BSPTS.

6. CAMPAIGN 5. RESULTS OF U.S. PARTICIPATION IN PLAST '76 LOWER THAN PROJECTED. THOUGH NUMBER OF PARTICIPANTS (18) LOWER THAN EXPECTED, ALL WERE SUCCESSFULLY INTRODUCED TO ITALIAN MARKET, WITH 30 AGENT/DISTRIBUTIONS EITHER SIGNED OR UNDER NEGOTIATION. SALES STIMULATED FELL DOLS ONE MILLION SHORT OF DOLS FIVE MILLION TARGET, BUT 10 PTOS DEVELOPED DURING TRIMESTER HAVE POTENTIAL EXPORT-SALES VALUE OF DOLS 5.45 ILLION.

7. CAMPAIGN 6. FOUR BSPS HELD AT MTC (THREE OVER TARGET) PRODUCING PROJECTED SALES OF OVER DOLS TWO MILLION AND IMMEDIATE SALES OF DOLS 210,000.

8. CAMPAIGN 7. FORGED FURTHER AHEAD OF ITS TARGETS. 18 PTOS DURING TRIMESTER WITH OVER DOLS 3.3 MILLION OF PRODUCTS REQUESTED. RESULTS OF "FOOD USA" BICENTENNIAL SHOW DURING MILAN SPRING FAIR (14-23 APRIL) WERE QUITE PLEASING: DOLS 55,000 IMMEDIATE AND DOLS 2.8 MILLION FIRST-YEAR PROJECTED SALES. TO ARTICLES IN SCAMBI COMMERCIALI. NO WORD SO FAR ON PRESS RELEASE.

9. CAMPAIGN 8. ITEM 2: PREBIDDING PROCEDURE COMMENCED. U.S. FIRMS IN VERY STRON POSITIONS. ITEM 3: U.S. FIRM SIGNED CONSULTING-ENGINEERING CONTRACT WORTH DOLS 650,000. ITEM 5: U.S. FIRM SUGNED SIMILAR CONTRACT FOR DOLS THREE MILLION. BOTH CONTRACTS AWARDED AFTER EXTENSIVE EMBASSY ASSISTANCE. ITEM 6: IN SAME SECTOR AS TELEMEDICINE IS HOSPITAL PROJECT OF NERVI TO BE CARRIED OUT WITH U.S. TECHNOLOGY (SEE ROME 8376). ITEM 8B: PIPELINE PROJECT STALLED TEMPORARILY.

10. CAMPAIGN 9. FOUR ARTICLES IN SCAMBI COMMERCIALI INSTEAD OF TWO. EMBOFF CONSULTED WITH TWA, WHICH CHAIRS SIX-MEMBER ITALIAN DATA-POWWOW COMMITTEE CONCERNING SENDING 15 ITALIANS TO POWWOW, INCLUDING, FOR THE FIRST TIME. TWO JOURNALISTS. 700 USTS BROCHURES DISTRIBUTED. GENOA BICENTENNIAL COMMITTEE SPONSORED TWA TRIP OF 140; ALITALIA CARRIED GROUP OF 400; SAN REMO SENT 60. ALL THROUGH EFFORTS AMCONSUL GENOA. MILAN ORGANIZED EASTER TRIP OF 35 TO U.S. AND HELD FOUR MEETINGS WITH PRINCIPAL TRAVEL AGENTS TO PROMOTE ORGANIZATION OF GROUP FBP TOURS. ROME COOPERATED WITH USIS IN COMPLICATED ARRANGEMENTS UNCLASSIFIED

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PAGE 03 ROME 11291 131856Z

FOR OVER 40 ITALIAN JOURNALISTS PARTICIPATING IN CARAVAN AMERICA TO TRAVEL IN NINE GROUPS. VISIT-USA COMMITTEE COMPLETED ITS REVIEW OF TOUR WHOLESALERS' RESPONSES AND BEGAN PLANS FOR MEETING WITH THEM. (UNFORTUNATELY, MEETING HAD TO BE POSTPONED BECAUSE OF ITALIAN FOREIGN-EXCHANGE RESTRICTIONS AND POLITICAL CRISIS BEFORE ELECTION.) ROME SELECTED TOUR OPERATOR TO PARTICIPATE IN USTS-SPONSORED PRODUCT-INSPECTION TOUR AND COLLABORATED WITH USIS IN SELECTION

OF MUSIC CRITIC FOR SIMILAR TRIP. NUMEROUS CONSULTATIONS WITH
COMMITTEE MEMBERS ON FBP, TOURISM STATISTICS, ETC.BEAUDRY

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